

City Lights

A Business to Business Publication from Marietta Power

Fall 2001

Marietta FiberNet Takes Bold Steps to Strengthen Competitive Position

Marietta FiberNet recently took two major steps to position itself for future success. During the summer, the utility reorganized to minimize operating costs associated with utilizing an outside vendor for major work functions. The company then gave its T-1 business a major boost in early October, when it acquired 55 new accounts from DSL.net.



"The financial future for Marietta FiberNet looks very promising following these recent achievements," said Ed Godshall, Director of Marietta FiberNet. "They represent another positive step in the evolution of the operation."

The reorganization involved bringing the utility's entire workforce "in house" on July 1, 2001. When the utility first began operating in 1997, FiberNet turned to an outside contractor in order to "jump start" its operation. The outside firm furnished the sales, engineering, and administrative resources to launch the operation. This outside contractor

evolved into another firm in 1998, but many of the same personnel remained in place during this transition.

However, the additional cost of using an outside contractor for the major work functions exceeds 30 percent of the normal cost. This situation became increasingly burdensome during the past 24 months, during which time the telecom industry has been under heavy scrutiny to demonstrate the ability to make a net profit and provide a return. This fact, coupled with the continuing debate

over whether or not a municipal entity should compete with private enterprise, has continued to pressure Marietta FiberNet for better financial results.

Management therefore began looking at less costly

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Editorial Focus



Mayor Ansley L. Meaders

United As Americans

As we prepare to go to press with this issue of *City Lights*, the events of September 11, 2001, are still weighing heavily on everyone's

mind. Although we keep hearing the news over and over, it does not become more believable. As a nation, we are stunned and saddened. As individuals, we are touched by this event as, perhaps, nothing else before.

Few of us expected to see such destruction on our own soil. Gradually, however, we are grasping with the reality of the events and the inevitable changes they will bring. Maybe for the first time in our lives, we now realize how vulnerable we are. But we are also reminded of the importance of so many things that we took for granted.

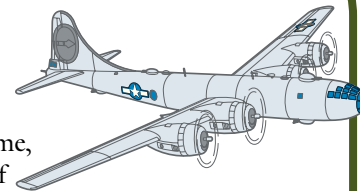
It has come home full force that Americans are ready to stand together to get through these dark hours - and to fiercely protect our way of life. My office has been deluged with callers wanting to know what they can do to



Please See **United As Americans**, page 3

Marietta Power Salutes Lockheed Martin for Its Contributions to National Defense, Local Economy

Business Connection



Lockheed Martin's production facility in Cobb County has made tremendous contributions to the defense of America and to the rapid growth of Cobb County since the company opened the facility in 1951.

Lockheed Martin made an immediate impact on the local economy when the facility began operating. Before its arrival, the average worker in Cobb County had earned only 75¢ per hour. But when Lockheed Martin began hiring, it offered starting pay that ranged from \$1.05 to \$2.24 per hour. This pay scale generated a great deal of excitement in the community and attracted more than 4,000 job applicants, from just about every town within a 60 miles of the facility.

Today, the company employs more than 7,000 workers and has an annual payroll in excess of \$14 million. Operations at Lockheed Martin also have an annual economic impact on the community of \$38.8 million.

This impact has helped fuel the tremendous growth of the Cobb County economy through the years. When it first opened, only 68,000 people lived in Cobb County. The county's population now exceeds 608,000 people.

In addition to employing thousands of Cobb County residents through the years, the facility has helped shape the history of aviation and America's military strategy during the second half of the 20th Century. The facility started out by refurbishing World

War II-era B-29 Superfortress bombers for use in the Korean War. Since that time, the facility has built many other types of aircraft that played important roles in the defense of the United States and many other countries. These include the C-141 StarLifter strategic cargo jets, the C-5 Galaxy transport (one of the largest aircraft in the world), the P-3 Orion maritime patrol aircraft, and, of course, the C-130 Hercules, the airlifter that has literally been everywhere and done everything for nearly 50 years.

The latest chapter of the Lockheed Martin saga began in the 1990s, as the facility began making preparations to manufacture the F-22 Raptor, the Air Force's first fighter of the 21st century. In 1996, the company selected Marietta Power to supply electricity for its F-22 facilities on Lockheed Martin's South Campus. The company signed another contract for Marietta Power to provide this service in April 2001. The facility uses an average of 29 million kilowatt hours of electricity per month.

"We are very satisfied with the quality of service that we receive from Marietta Power," said Hoyt Penland, Lockheed Martin's utilities manager. "Marietta Power is a local provider and is easy to contact when we need them. They also have a very knowledgeable account representative named Judy Spence who frequently provides valuable assistance." ✎

Marietta FiberNet Continued from page 1

staffing alternatives as the original agreement with its outside contractors neared an end in June 2001. After studying various alternatives, officials decided to bring all of the sales, engineering, technical, and administrative people who previously worked for the contractor onto Marietta FiberNet's payroll.

"Our destiny is now in the hands of one workforce with a single focus," Godshall said. "We believe this new arrangement puts the utility in the best possible position to achieve long-term success."

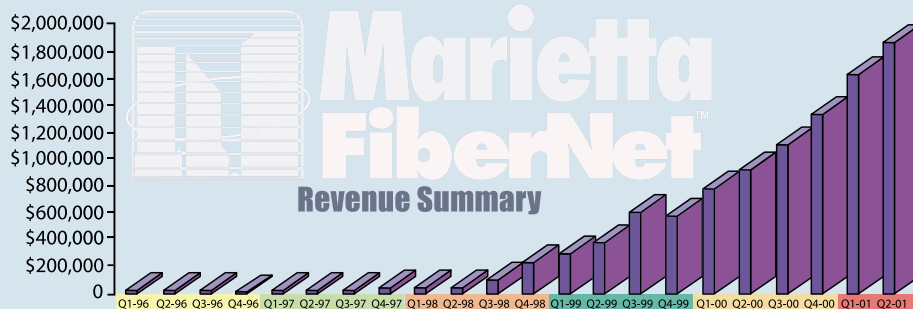
A variety of other recent developments also indicates that success is on the way for Marietta FiberNet. As illustrated by the graph accompanying this article, the company's revenue growth has remained strong despite the downturn in the economy. In addition, the recent reorganization took place shortly after the completion of interconnect agreements with Georgia Public Web, U.S. Carrier, and others. These agreements give Marietta FiberNet the ability to reach customers throughout Georgia and in key locations along the East Coast.

The October 1 acquisition of DSL.net's T-1 customers also boosted Marietta FiberNet's prospects by immediately providing it with 55 new clients and more than \$600,000 in annual revenue.

"DSL.net's decision to get out of this particular market segment provided us with a great opportunity to expand our business in a product line we already offered," Godshall said. "The timing worked out very well for us."

These developments also demonstrate how far Marietta FiberNet has come since 1997, when it launched operations after establishing a 220-mile network in the City of Marietta and Cobb County. The utility built this network after it became the first city-owned operation to receive CLEC certification from the Public Service Commission.

"Marietta FiberNet grew from a few dark fiber accounts in 1997 to a base of 120 accounts billing \$7.2 in 2000," Godshall said, "and we expect to achieve even greater success in the years ahead." ✎



CityLights

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CityLights

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Employee Profile



Gail Funderburk

Gail Funderburk Enjoys Helping Marietta FiberNet

As Sales Manager for Marietta FiberNet's outside sales team, Gail Funderburk gets tremendous satisfaction from providing local businesses with data transmission and telecommunication solutions that will propel

their organizations to the "next level."

"My first few months with Marietta FiberNet have been great," Gail said. "I love working with customers to gain an understanding of their business and make sure that we provide the quality of services that will help them accomplish their goals."

When Gail joined Marietta FiberNet on July 23, she assumed the primary responsibility for customer contact and revenue generation. She also heads a talented team that includes three sales associates and a sales engineer.

"Since I first arrived, everyone made me feel welcome and highly valued," Gail said. "I feel blessed to be surrounded by such a professional and dedicated group of associates."

She believes this commitment to quality and customer service will help Marietta FiberNet strengthen its position as a leading-edge, high-technology business operation. She also has praise for the exceptional leadership that the Board of Lights and Water (BLW) provides to the utility.

"Everyone at Marietta FiberNet knows that the BLW will do everything possible to make sure we achieve success," Gail said. "It's great to work in that type of environment."

As a result, Gail expects to flourish in her new surroundings. She also believes her experience in the telecommunications industry will benefit Marietta FiberNet customers.

"I worked with AT&T and Lucent Technologies for more than 20 years," Gail said. "I spent my entire career with those companies in some area of customer support."

She said AT&T originally recruited her because she had a background in education and in working for the government. Gail taught school briefly after earning her undergraduate degree in secondary education from the University of South Carolina. She later went to work as a civilian employee of the U.S. Navy Department.

"At that time, AT&T hired people with experience in the industries it served and provided them with telecommunications training," she said. "For more than half of my career at AT&T, my primary customer was the Department of Defense."

Gail eventually earned a master's degree in technology management from the National Technology University and continued working with AT&T until 1996, when the company spun off Lucent Technologies as a separate enterprise. When she accepted an early retirement offer from Lucent Technologies, Gail served as a Sales Manager for competitive local carriers.

She now looks forward to a rewarding career with Marietta FiberNet. "We know we can provide the high levels of service, performance, and value that businesses need," she said. "We look forward to demonstrating what we can do for them."

Gail and her husband, Keith Funderburk, have one daughter, Elizabeth, who is in her second year at Georgia Tech. The couple has lived in the Atlanta area for 8 years. They attend Pleasant Hill Presbyterian Church in Lawrenceville, where Gail sings in the choir and leads an adult Sunday School class. She also does volunteer work with Habitat for Humanity and enjoys reading, traveling, and spending time with her family. ✎

United As Americans

Continued from page 1

help. They have asked what can we do as a community to show our united spirit.

On the Sunday following the attack, the City of Marietta sponsored a candlelight vigil at Glover Park on the Square in memory of those who were injured and died on September 11, 2001. We were encouraged by the participation of downtown churches who led us in song and prayer as we came together to express our grief over those who had died and to pledge our support for the future.

Many people have said they had never experienced a more moving evening at our Marietta Square. Flags were waved by the young and old; tears were shed unashamedly. Candles burned brightly and reflected not only sadness but a unified sense of resolve. As people quietly walked away, candles in hand, we were inspired anew by our strong community spirit. Undoubtedly, that scene was played out in small towns and big cities all over this country. Friends and neighbors coming together for a common cause.

As our own Marietta firemen and policemen led us that night, we recognized the uncommon courage that their peers had shown in New York when they gave their own lives to save others. Probably as never before we recognize that what happened in the northeast could also happen here. But while our faith may be shaken in our own personal safety, our faith in the generosity and goodness of most people is renewed.

Although he was writing in another century about another war in another country, Charles Dickens could have been talking about September 11, 2001 when he wrote, "it was the best of times, it was the worst of times..." Because faith and hope are alive and well. In Marietta. In America.

Mayor Ansley L. Meaders

November 6-December 30
"Sanders Family Christmas" by Alan Bailey and Constance Ray
Theatre in the Square Alley Stage
 Tuesday-Saturday 8 p.m.; Sunday 2:30 p.m. and 7 p.m.
 Admission.
 Call 770-422-8369 for information.

November 17-January 1
Life University Lights up the Holidays
 Life University
 Call 770-426-2875 for information.

November 20-January 6
"The 1940's Radio Hour" by Walton Jones
Theatre in the Square
 Tuesday-Friday 8 p.m.; Saturday 7 p.m. and 9:30 p.m.; Sunday 2:30 p.m. and 7 p.m.
 Admission.
 Call 770-422-8369 for information.

November 29
Santa on the Square/Tree Lighting
 Glover Park
 5 p.m.
 Call 770-794-5600 for information.

November 30-December 22
"Annie" presented by Barnbuster Musicals
 Little General/Cobb Community Playhouse
 Friday 7 p.m.; Saturday 2 p.m. and 7 p.m.
 Admission.
 Call 770-565-3995 for information.

December 1-2
The Marietta Pilgrimage: A Christmas Home Tour
 Marietta Historic District
 Saturday 9 a.m.-6 p.m., Candlelight Tour 7 p.m.-9:30 p.m.; Sunday 10 a.m.-6 p.m.
 Admission.
 Call 770-429-1115 or 800-845-0445 for information.

December 1-2, 8-9, 15-16, 22-23
Santa House
 Glover Park
 Call 770-794-5600 for information.

December 1-January 6
"The 1940's Radio Hour" by Walton Jones
Theatre in the Square
 Tuesday-Friday 8 p.m.; Saturday 7 p.m. and 9:30 p.m.; Sunday 2:30 p.m. and 7 p.m.
 Admission.
 Call 770-422-8369 for information.

December 2
The Cobb Symphony Orchestra Presents "A Choral Extravaganza"
 Piedmont Baptist Church, Marietta
 3 p.m.
 Admission.
 Call 770-423-6650 for information.

December 5-6
A Christmas Carol
 Anderson Theatre at Cobb Civic Center
 Call 770-528-8490 for information.

December 6
Gallery of Gifts
 Opening/Tree Lighting
 The Art Place - Mt. View
 Tree lighting 6:30 p.m.; opening 7 p.m.
 Call 770-509-2700 for information.

December 14-16
The Georgia Ballet's "The Nutcracker"
 Cobb Civic Center
 Friday 8 p.m.; Saturday 3 p.m. and 8 p.m.; Sunday 3 p.m. and 7 p.m.
 Admission.
 Call 770-425-0258 for information.

December 15-January 9
Santa's Art Studio
 The Art Place - Mt. View
 9:30 a.m.-1 p.m. and 1:30 p.m.-5 p.m.
 Call 770-509-2700 for information.

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